



# Accreditation News

International Accreditation Office, Chulalongkorn Business School

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Although Chulalongkorn Business School (CBS) is ranked as a leading business school in Thailand, our School continues to work toward the goal of becoming a highly ranked institution, and also being recognized internationally. One of our strategies is to be accredited by the world's most prestigious accreditation institutions in business education—AACSB International and EFMD.

AACSB International and EFMD require that schools manage and improve according to the Standards and guidelines that have been continually reviewed and updated by worldwide educational leaders and deans, who have deep knowledge and experience in business education. In addition, deans of business schools are educational members who voluntarily visit schools (without any remunerations) to review and provide recommendations to the schools for further improvements.

## Accreditations at CBS

Around the end of 2014, two reviewer teams from EFMD and AACSB came to review our programs and school. Two CBS programs—BBA International Program and Master of Science Program in Finance—were granted **EPAS Accreditation** by EFMD, and our business school was granted **AACSB Accreditation** in the same year of 2015. In November 2018, a reviewer team from EFMD came to review our school, and in March 2019, our business school was granted **EQUIS Accreditation**. (AACSB and EQUIS are accreditations at the school level, whereas EPAS is accreditation at the program level.) Thus, since 2015 our school has been accredited by the most-recognized accreditation institutions in business education worldwide.

To maintain the AACSB accreditation, our school must show that we still uphold the quality that meets the requirement of the AACSB Standards and demonstrate that we continually improve the quality of our school and education provided. It has been 5 years since the AACSB last visited our school, and between **10-12 November 2019**, another AACSB reviewer team will come to visit and review our school again!

AACSB  
Peer  
Review  
Team



Prof. Dr. Thomas M. Begley  
Dean, the Lally School of Management  
Rensselaer Polytechnic Institute, New York, USA

Prof. Dr. Azali B. Mohamed  
Dean and Professor of Economics  
Faculty of Economics and Management  
Universiti Putra Malaysia (UPM), Malaysia



Prof. Dr. Edward J. Snape  
Dean and Chair Professor, School of Business  
Hong Kong Baptist University, Hong Kong, China

## What Is the AACSB?

Founded in the US, the Association to Advance Collegiate Schools of Business (AACSB) is a global, nonprofit membership organization of educational institutions, businesses, and other entities devoted to the advancement of management education. AACSB provides internationally recognized, specialized accreditation for business management programs at the bachelor's, master's, and doctoral levels. With **over 100 years** of existence, it is the most well-known and recognized business accreditation institution in the world at this time.

There are an estimate of approximately 17,000 institutions that teach business management education around the world. Of those, **only 5%** of the top institutions worldwide are accredited by the AACSB.

## AACSB Standards

The evaluation process involves a visit of an AACSB Peer Review Team who will spend 1 entire day interviewing many different people at our school, and make a recommendation on the following day whether CBS should continue to be granted accreditation. There are 15 standards that the review team will look at, and these 15 standards are grouped into 4 different categories:

- Standards 1-3: Strategic Management and Innovation
- Standards 4-7: Participants – Students, Faculty, and Professional Staff
- Standards 8-12: Learning and Teaching
- Standards 13-15: Academic and Professional Engagement

CBS must show that whatever we do at the school meets the high standards of the AACSB. In addition, everything must be consistent with the Vision and Mission of the school, which are defined as:

### Vision

“A chief business school delivering life-changing experiences with innovative wisdom and a philanthropic spirit.”

### Mission

“CBS is committed to developing innovative, internationally-oriented, and ethical leaders, impacting the Thai society, and advancing business-related knowledge.”

## Your Involvement

Stakeholder’s involvements are important to the AACSB. Please be invited to attend a cocktail reception with the AACSB Peer Review Team, and followed by a dinner with the CBS Team on:



\* Early arrival of 15 minutes is deeply appreciated.

The team will have a casual conversation with you for your feedback, involvement, contributions, and experiences at CBS. Examples of questions may be:

- 1) How do you engage with CBS, and vice versa?
- 2) Are CBS students/clients well prepared for the workplace?
- 3) How do you perceive CBS graduates?
- 4) Are students innovative and ethical?
- 5) How is this school ranked in relation to other business schools?
- 6) How does CBS impact the society?
- 7) Why do you support this school?
- 8) How can CBS improve its services?
- 9) Are you aware of the school’s mission? And etc...

Please come to support our beloved school on that date and time. We look forward to a successful evening with the AACSB Team!!!